

**ULI Los Angeles/USC Lusk Center for Real Estate  
October 10, 2002 "Reality Check on Growth" Summary Budget**

Revenue

Registration:	\$ 33,000	40,000 \$300 private sector; \$150 public sector
Sponsorship:	\$ 51,000	135,000 \$7.5K, \$5K, \$2.5K
Map sales:	\$ 1,740	1,700
ULI LA investment:	<u>\$ 7,824</u>	
Total:	\$ 93,564	176,700

Expenses

Contracted Services		
USC GIS Lab	\$ 24,500	25000
Casden Forecast	\$ 5,000	5000 purchased data
Media outreach	\$ 5,000	10000 \$8K effort; \$61K value in media results
Temp Help		
Admin support	\$ 8,648	20000
Consultant (Wilson)		12000
Post Implementation		20000
Meeting expenses		
Food	\$ 14,282	35000 am refreshments; box lunch; reception
Facility		5000
AV	\$ 5,449	12000 equipment only; services donated
Rentals	\$ 1,003	tables, chairs
Photography	\$ 810	800
Other	\$ 2,044	2500 signage, deliveries, parking, thank yous
Printing	\$ 17,925	20000 guidebook, maps, reports
DVD	\$ 6,773	7000 filming and prep
Supplies, copying,	\$ 1,549	2000 chips, badges, packets
Bad debts	\$ 450	
Uncollected sales tax	\$ 131	
	<u></u>	176300
Total:	\$ 93,564	400